

OCT23/12 13.31  
\*\*\* WFLA-TV \*\*\*

NEW ORDER  
TTL \$157,350 @118X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ROMNEY FOR PRESIDENT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE =												
AGENCY EST# = 61												
1			600A-700A	30		\$1,450.00	10/29	10/30	4		M-TU	4
PROGRAM : 6A TODAY CON COM1 : 6A TODAY												
2			600A-700A	30		\$1,450.00	10/24	10/26	6		W-F	6
PROGRAM : 6A TODAY CON COM1 : 6A TODAY												
3			700A-900A	30		\$900.00	10/29	10/30	4		M-TU	4
PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW												

353

REP HEADLINE# 6392286  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT23/12 13.31  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	10/24	10/26	6		W-F	6
5			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$1,040.00	10/29	10/30	4		M-TU	4
6			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$1,040.00	10/24	10/26	6		W-F	6
7			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$380.00	10/29	10/30	2		M-TU	2
8			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$380.00	10/24	10/26	3		W-F	3
9			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$400.00	10/29	10/30	2		M-TU	2
10			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$400.00	10/24	10/26	3		W-F	3
11			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	10/29	10/30	2		M-TU	2
12			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	10/24	10/26	3		W-F	3

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/29	10/30	2		M-TU	2
14			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/24	10/26	3		W-F	3
15			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$900.00	10/29	10/30	2		M-TU	2
16			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$900.00	10/24	10/26	3		W-F	3
17			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$900.00	10/29	10/30	2		M-TU	2
18			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$900.00	10/24	10/26	3		W-F	3
19			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,250.00	10/29	10/30	4		M-TU	4
20			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,250.00	10/24	10/26	6		W-F	6
21			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$2,000.00	10/29	10/30	4		M-TU	4

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$2,000.00	10/24	10/26	6		W-F	6
23			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$2,000.00	10/29	10/30	2		M-TU	2
24			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$2,000.00	10/24	10/26	3		W-F	3
25			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$1,250.00	10/29	10/30	4		M-TU	4
26			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$1,250.00	10/24	10/26	6		W-F	6
27			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$650.00	10/29	10/30	2		M-TU	2
28			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$650.00	10/24	10/26	3		W-F	3
29			900P-1000P PROGRAM : OFFICE/PARKS CON COM1: OFFICE/PARKS	30		\$4,800.00	10/25	10/25	1		THU	1
30			1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE	30		\$7,500.00	10/26	10/26	2		FRI	2

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$500.00	10/27	10/27	2		SAT	2
32			900A-1000A PROGRAM : SAT 9A NEWS CON COM1: SAT 9A NEWS	30		\$300.00	10/27	10/27	2		SAT	2
33			600P-630P PROGRAM : SAT 6P NEWS CON COM1: SAT 6P NEWS	30		\$700.00	10/27	10/27	1		SAT	1
34			700P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$650.00	10/27	10/27	1		SAT	1
35			1100P-1130P PROGRAM : SAT 11P NEWS CON COM1: SAT 11P NEWS	30		\$1,250.00	10/27	10/27	1		SAT	1
36			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$1,100.00	10/28	10/28	2		SUN	2
37			900A-1000A PROGRAM : SUN 9A NEWS CON COM1: SUN 9A NEWS	30		\$300.00	10/28	10/28	2		SUN	2
38			1000A-1100A PROGRAM : MEET PRESS CON COM1: MEET PRESS	30		\$5,000.00	10/28	10/28	1		SUN	1
39			600P-630P PROGRAM : SUN 6P NEWS CON COM1: SUN 6P NEWS	30		\$750.00	10/28	10/28	1		SUN	1

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40			630P-700P	30		\$5,000.00	10/28	10/28	1		SUN	1
PROGRAM : SUN 630P NEWS												
CON COM1: SUN 630P NEWS												
41			1130P-1200M	30		\$1,250.00	10/28	10/28	1		SUN	1
PROGRAM : SUN 1130P NEWS												
CON COM1: SUN 1130P NEWS												
OCT/12			109930.00			NOV/12					47420.00	
CONTRACT TOTAL											157350.00	
TOTAL SPOTS											118	

MARKET TOTALS \$749,285 WFLA 21% WFTS 26% WTSP 21% WTVT 22% WTOG 1% WTTA 1% WMOR 1%  
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ESTIMATED. WILL UPDATE.

SVC- NSI  
 DEMOS- RA35+\*

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 815 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	157350	Campaign Ref:	E:063922860
Buyer:	US	Client/Product/Estimate:	. / /61	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06392286
Est./PO Number:	06392286	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
1	M-F 6a News MT.....	01	1450	30 Comme	Nbr of Spots	4	4	5800
2	M-F 6a News ..WTF..	01	1450	30 Comme	Nbr of Spots	6	6	8700
3	M-F 7a Today Show MT.....	03	900	30 Comme	Nbr of Spots	4	4	3600
4	M-F 7a Today Show ..WTF..	03	900	30 Comme	Nbr of Spots	6	6	5400
5	M-F 9a Today Show II MT.....	01	1040	30 Comme	Nbr of Spots	4	4	4160
6	M-F 9a Today Show II ..WTF..	01	1040	30 Comme	Nbr of Spots	6	6	6240
7	M-F 12p Today Show III MT.....	01	380	30 Comme	Nbr of Spots	2	2	760
8	M-F 12p Today Show III ..WTF..	01	380	30 Comme	Nbr of Spots	3	3	1140
9	M-F 1p Days Of Our Lives	03	400	30 Comme	Nbr of Spots	2	2	800
Weekly Totals: Total Spots(Ord Spots)					78	40	118	

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Submission Number 815 Issue 1



WFLA-TV  
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Tampa, FL 33601

PHONE (813) 228-8888

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Client:	Mitt Romney/ R/ President/ US	Submission Cost:	157350	Campaign Ref:	E:063922860
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Est./PO Number:	06392286	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
10	M-F 1p Days Of Our Lives ..WTF..	03	400	30 Comme	Nbr of Spots	3	3	1200
11	M-F 2p Rachael Ray MT.....	03	250	30 Comme	Nbr of Spots	2	2	500
12	M-F 2p Rachael Ray ..WTF..	03	250	30 Comme	Nbr of Spots	3	3	750
13	M-F 3p Doctors MT.....	03	450	30 Comme	Nbr of Spots	2	2	900
14	M-F 3p Doctors ..WTF..	03	450	30 Comme	Nbr of Spots	3	3	1350
15	M-F 5p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
16	M-F 5p News ..WTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
17	M-F 530p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
18	M-F 530p News ..WTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
19	M-F 6p News MT.....	01	2250	30 Comme	Nbr of Spots	4	4	9000
Weekly Totals: Total Spots(Ord Spots)					78	40	118	



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Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
20	M-F 6p News ..WTF..	01	2250	30 Comme	Nbr of Spots	6	6	13500
21	M-F 7p News ..WTF..	01	2000	30 Comme	Nbr of Spots	4	4	8000
22	M-F 7p News ..WTF..	01	2000	30 Comme	Nbr of Spots	6	6	12000
23	M-F 730p Entertainment Tonight ..WTF..	01	2000	30 Comme	Nbr of Spots	2	2	4000
24	M-F 730p Entertainment Tonight ..WTF..	01	2000	30 Comme	Nbr of Spots	3	3	6000
25	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	4	4	5000
26	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	6	6	7500
27	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	650	30 Comme	Nbr of Spots	2	2	1300
28	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	650	30 Comme	Nbr of Spots	3	3	1950
29	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation ..WTF..	02	4800	30 Comme	Nbr of Spots	1	1	4800
Weekly Totals: Total Spots(Ord Spots)					78	40	118	

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Est/PO Number:	06392286	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
30	Fri 10p ET / 9p CT Dateline NBC Friday ....F..	01	7500	30 Comme	Nbr of Spots 2		2	15000
31	Sat 7a Today Show .....S.	03	500	30 Comme	Nbr of Spots 2		2	1000
32	Sat 9a News .....S.	03	300	30 Comme	Nbr of Spots 2		2	600
33	Sat 6p News .....S.	03	700	30 Comme	Nbr of Spots 1		1	700
34	Sat 7p Entertainment Tonight .....S.	03	650	30 Comme	Nbr of Spots 1		1	650
35	M-Su 11p News .....S.	03	1250	30 Comme	Nbr of Spots 1		1	1250
36	Sun 8a Today Show .....S.	01	1100	30 Comme	Nbr of Spots 2		2	2200
37	Sun 9a News .....S.	03	300	30 Comme	Nbr of Spots 2		2	600
38	Sun 10a Meet The Press .....S.	01	5000	30 Comme	Nbr of Spots 1		1	5000
39	Sun 6p News .....S.	03	750	30 Comme	Nbr of Spots 1		1	750
	Sun 630p ET / 530p CT NBC Nightly							
Weekly Totals: Total Spots(Ord Spots)					78	40	118	

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 Beverly MA 01915

**Mitt Romney/ R/ President/ US**  
 Submission Number 815 Issue 1



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 P.O. Box 1410  
 Tampa, FL 33601

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<b>Buyer:</b> US	<b>Client/Product/Estimate:</b> / / 61	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06392286
<b>Est./PO Number:</b> 06392286	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> NO		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
40	News .....S	01	5000	30 Comme	Nbr of Spots	1	1	5000
41	M-Su Late News Late Run .....S	03	1250	30 Comme	Nbr of Spots	1	1	1250
<b>Weekly Totals:</b> Total Spots(Ord Spots)					78	40	118	

Grand Totals				Month 10 Weeks: 4	Month 11 Weeks: 4
				10/22	10/29
Spots				78	40
Cost				109930	47420

<b>Grand Totals:</b>	<b>Spots:</b> 118
	<b>Gross Total:</b> 157,350.00
	<b>Commission:</b> 23,602.50
	<b>Net Total:</b> 133,747.50